



AI and what it *really* means for marketers.
Mintigo^{AI}: Intelligent Customer Engagement Powered by AI

About Me



*Experienced marketing professional
Former Mintigo customer for 2+ years*



*2+ years supporting Mintigo customers
Working alongside fellow marketeers and data experts*

About Mintigo^{AI}

- **Discover** the right accounts and leads:
Who will buy; What will they buy;
- **Engage** with the right audience at the right time:
Who to engage with; When to engage;
- **Convert** using the right message and insights:
What they are looking for; What to tell them

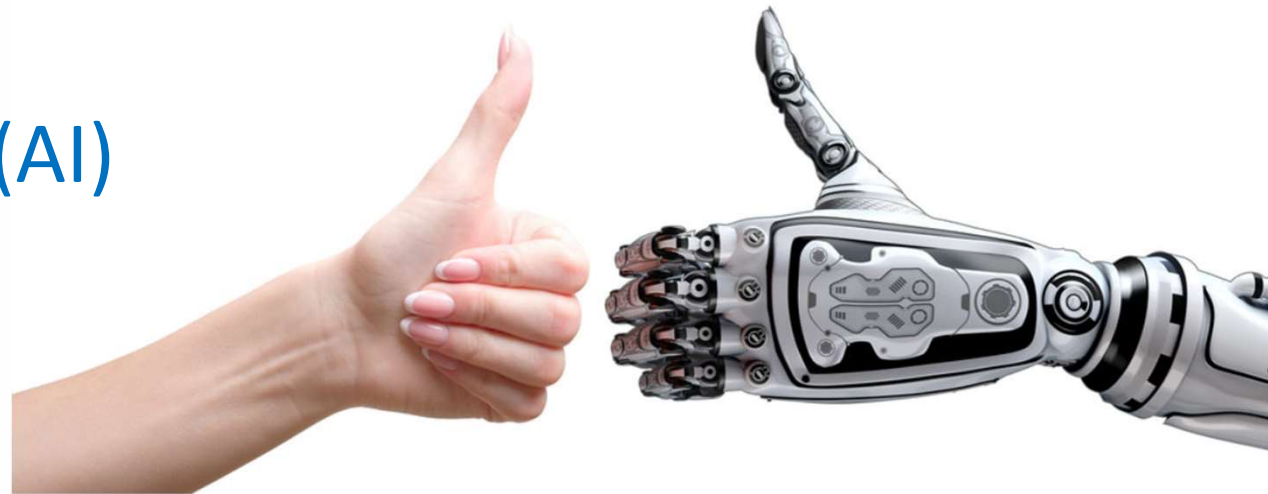


Latest Buzz Words

Artificial Intelligence (AI)

Machine Learnings

Predictive Analytics





Forbes

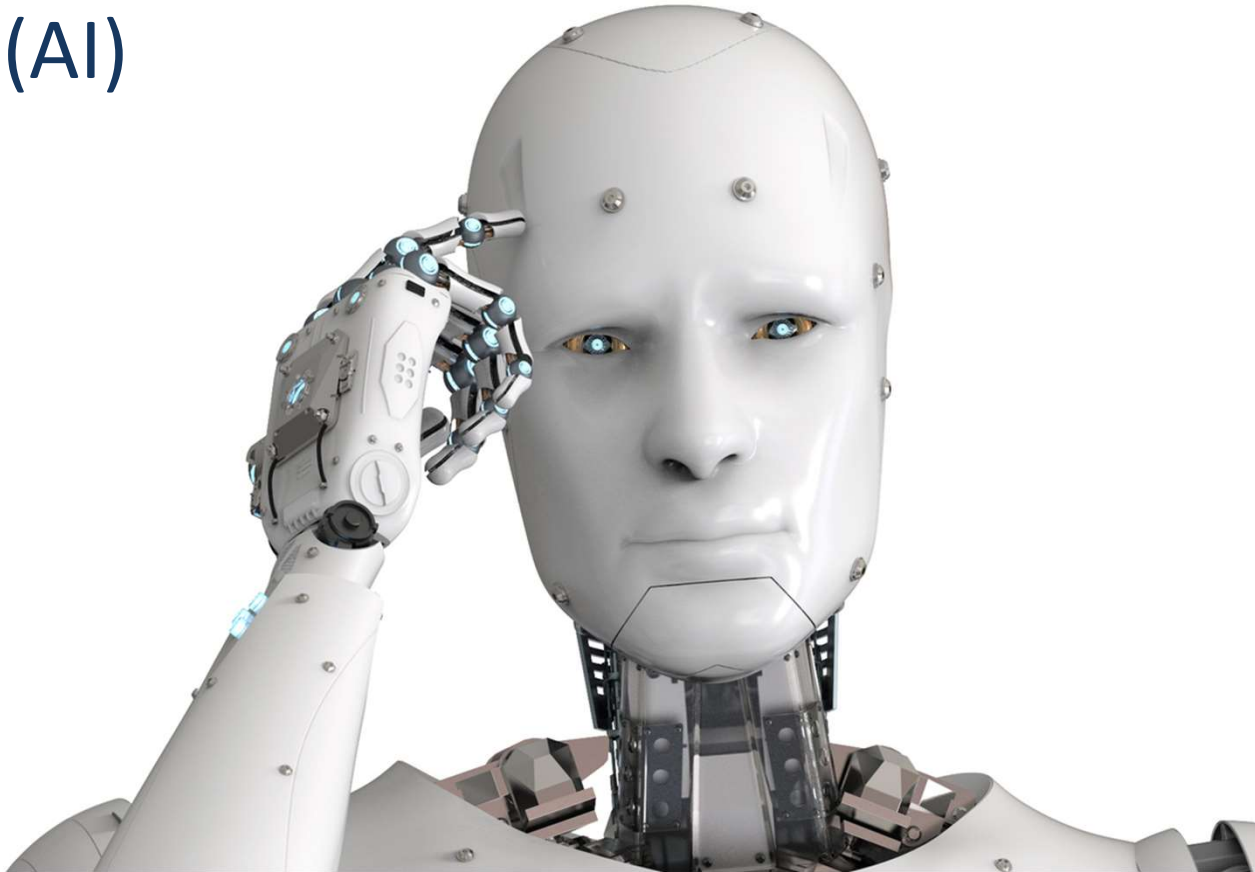
“84% of marketing organizations are implementing or expanding AI and machine learning in 2018.”

Forbes, Feb 25, 2018

<https://www.forbes.com/sites/louiscolumbus/2018/02/25/10-ways-machine-learning-is-revolutionizing-marketing>

Artificial Intelligence (AI)

Technology that can simulate human intelligence.



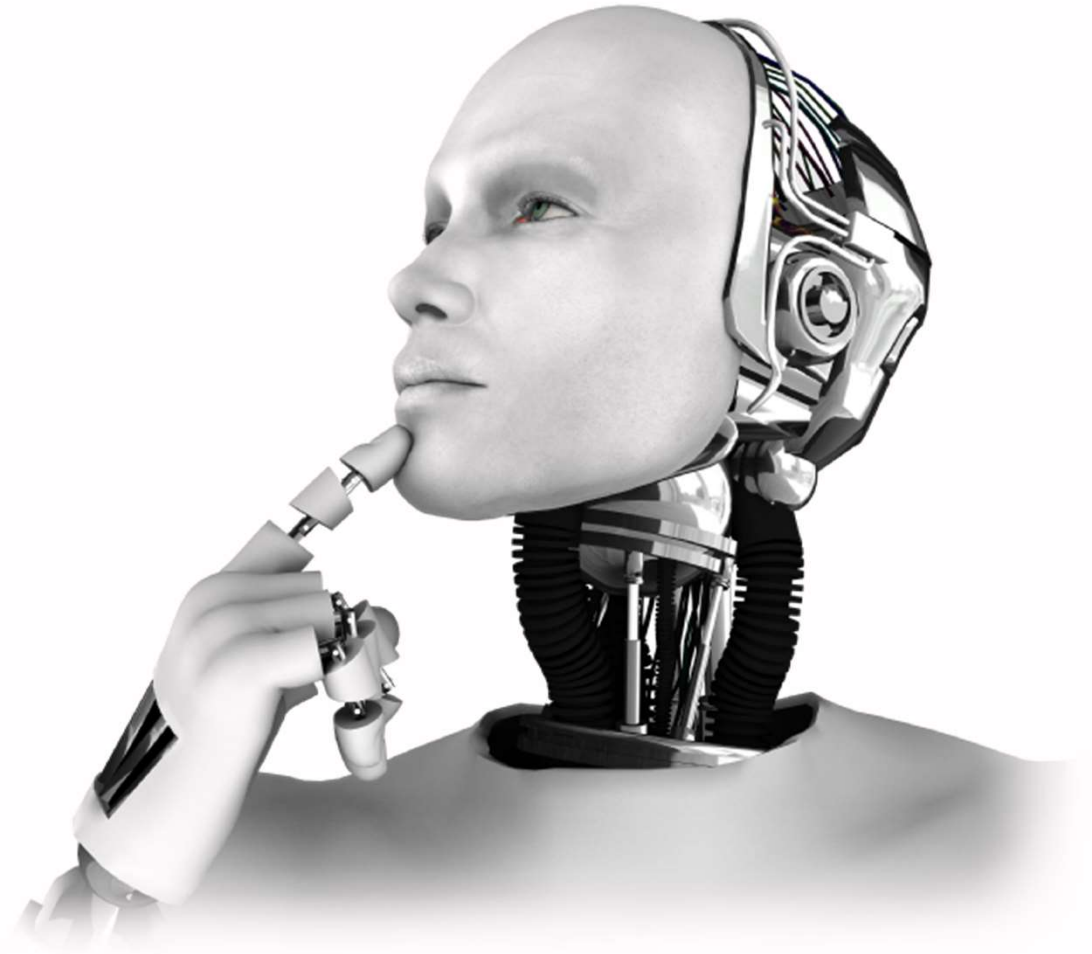
Machine Learnings

Subset of AI that trains a machine how to learn.



Predictive Analytics

Uses AI, machine learnings, and algorithms to make predictions.



AI Success Stories

How Mintigo customers leverage data-science and AI in marketing.





Oracle Identifies Their Ideal Target Market

Enterprise Target Persona



Above \$1B in revenue
High Tech, Telco, Retail
Marketing roles & titles

100% Annual
Marketing Spend



50% Wasted

Oracle Enterprise Target Persona:

- Revenue > \$1 Billion
- Number of Employees
- HQ Location
- Industry
- Contact information
- Behavioral data
- Product Usage / Ownership

Mintigo Enterprise Target Persona:

- Software & Manufacturing
- PPC Spend: Above \$5K
- Alexa Rank: < 100K
- Adobe User
- CDN: Akamai
- Analytics: Adobe Omniture
- Marketing Tools: Marin, BazaarVoice, EnsignCX, ForeSee, OpinionLab, et. al

Mid-Market Target Persona



\$25M to \$5B in revenue
High Tech, Telco, Retail
Marketing roles & titles

Reinvest 50%
in Mid-Market



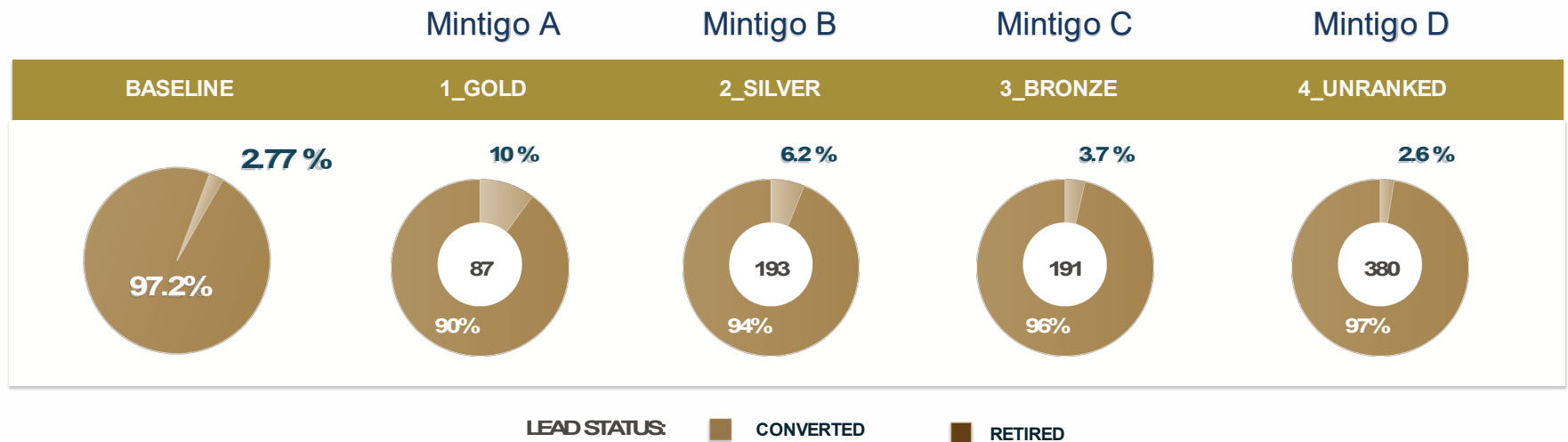
Mintigo Mid-Market Persona:

- Industry: Software
- PPC Spend: \$5K - \$50K
- Alexa Rank 20K-500K
- Former INC5000 Company
- Amazon AWS
- CDN: Amazon CloudFront
- Customer Ops: Live Chat
- Google New Relic
- Using Marketing Automation
- Hosting Webinars, Infographics
- Ad: Google AdWords, AdRoll
- API Provider, Web Login



OMC Increases SQL Conversion Rates By 3X

Oracle Marketing Cloud SQL Conversion





Net New Accounts Discovery To Fill Pipeline Gap



\$8.03 Million
New Qualified Pipeline

Challenge

Pipeline Gap in Enterprise Accounts

Solution

Run Mintigo Account Bases Models and **Account Discovery**

Results

Mintigo identified **1,105 high quality accounts** leading to **\$8.03M in qualified pipeline**



Intelligent Engagement With Security Prospects

Mintigo MIs on Amazon Web Services (AWS) used in targeted marketing campaign.



neustar®
SiteProtect



neustar®
UltraDNS

*Data driven, precision target marketing
from Mintigo Insights*

MYTH:

BEING ON AWS MEANS
YOU HAVE DDOS PROTECTION.

Amazon Web Services is the world's top cloud platform. That's probably why you're on it -- to enjoy reliable, scalable and affordable cloud computing.

But while AWS excels at many things, it's mainly left to the developer to protect against a range of cyberattacks, including DDoS. In fact, AWS does NOT have customer-specific DDoS detection or prevention. Unless you're paying for Enterprise Support, AWS may not be able to help you in the event of a DDoS attack.

You're responsible for fending off threats.

In AWS EC2, clients must protect their content from malicious activity, including DDoS. Firewalls, WAFs, IPS/IDS are not built to stop widely distributed attacks. To stop DDoS in particular, you need purpose-built protection on top of intrusion and fraud prevention systems.

DDOS ATTACKS ARE GETTING WORSE.

18.7% of attacks are on Port 80 (http)
(Akamai Networks)

Largest known:

- 2012 - 100 Gbps
- 2013 - 245 Gbps
- 2014 - 325 Gbps

(Akamai Networks)

240% rise in La
(Threatpost)

29.9% of DDoS
(Threatpost)

THE WAY TO BLOCK DDOS? KNOWING THERE'S MORE THAN ONE WAY.

Download our e-Book now. Add it to all this sample form.

First Name: _____
Last Name: _____
Company Name: _____
Email Address: _____
Job Title: _____

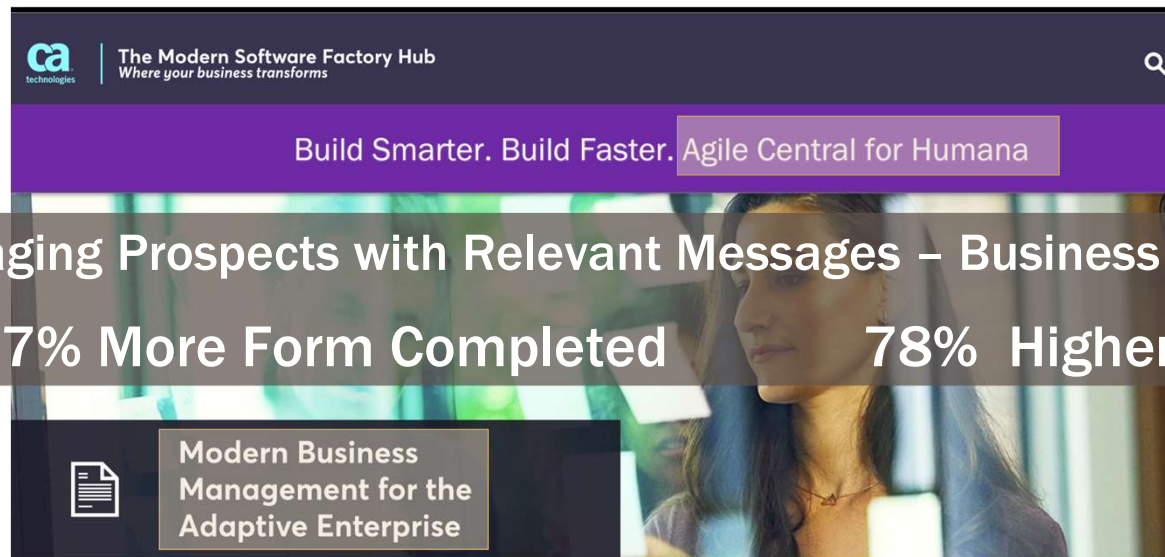
LEARN THE GAINS IN AWS - AND HOW NEUSTAR CAN HELP.

Get the e-book now and add it to your library. Discover what experts are saying that show how you can benefit from Neustar's expertise in helping you protect your business from DDoS attacks.

GET YOUR E-BOOK NOW



AI That Powers Personalized Engagement



Engaging Prospects with Relevant Messages – Business Impact

237% More Form Completed

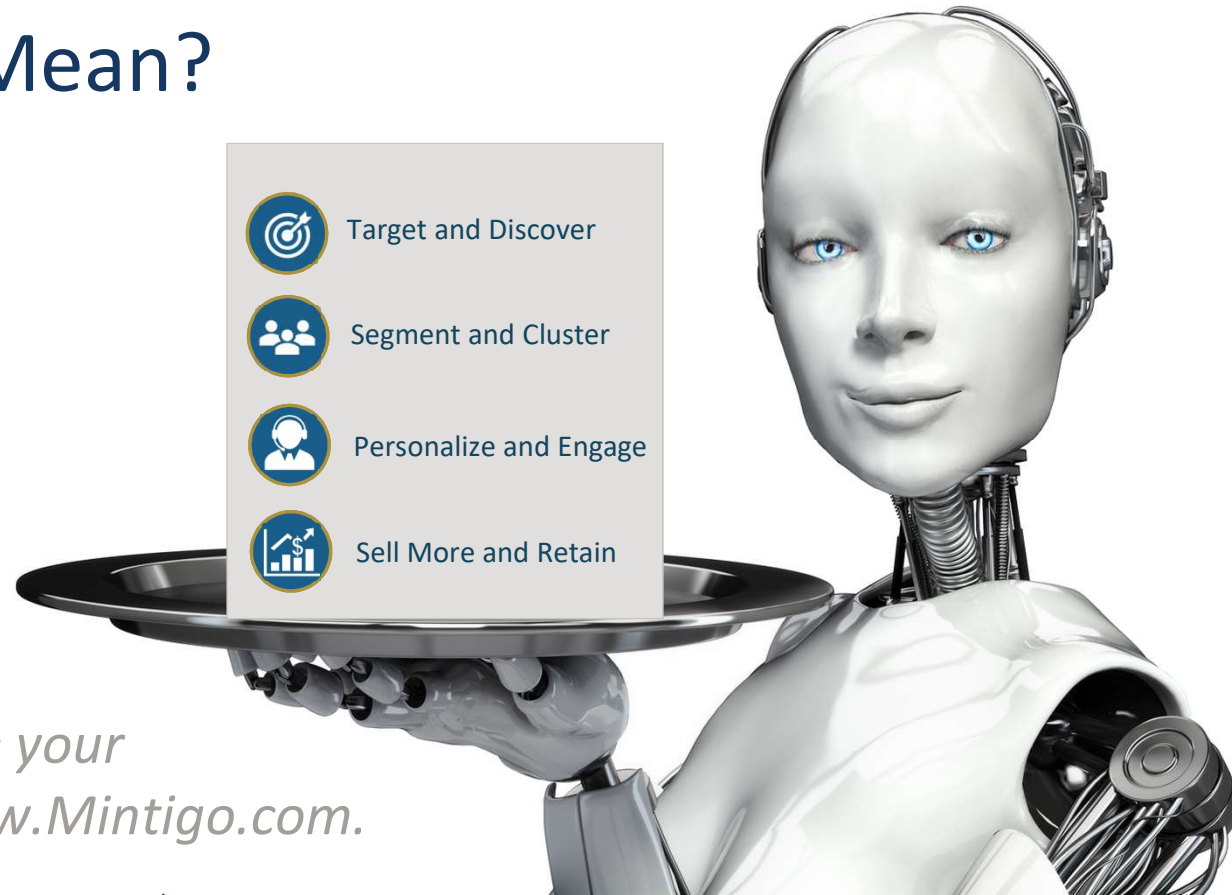
78% Higher ASP

The CA Project & Portfolio Manager (CA PPM) and CA Agile Central (formerly Rally) solution provides 360-degree business visibility and clarity to deliver the business value your customers want.

What Does *AI Really* Mean?

Marketing with intelligence at scale.

*Learn how you can revolutionize your
marketing with Mintigo^{AI} at www.Mintigo.com.*





THANK YOU!

Mintigo^{AI}: Intelligent Customer Engagement Powered by AI
